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MAY 22 1944

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FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MAY 19, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On <i>next week</i>	LITTLE THEATRE FOR CHILDREN A daily musical show at 4:00 P.M. to entertain young people. Enacted by the children's group of the Robotti-Moser Studios. Also daily at 11:00 A.M. and 2:00 P.M., Macy's Little Theatre will show children's movies and cartoons. All children invited, free. Publicity: Sue Raices, CH. 4-2000.	R. H. MACY & CO., INC. <i>"a Toyland Wedding"</i>	TOY DEPARTMENT 5TH FLOOR
Just Opened	"SHUTTERS AND SHINGLES" BUDGET HOUSE This Colonial house is part of the home planning service, helpful in showing how attractively a small house can be furnished on a budgeted sum. Open to public and press. Publicity: Florence O'Keefe, ST. 9-4700.	JOHN WANAMAKER	FURNITURE DEPARTMENT 8TH FLOOR
Now Showing	ORIGINAL FASHIONS FOR FALL AND WINTER The fall showing of this well-known house, previewed by the Press on May 17th, is now showing for the trade in the New York showroom. Publicity: Abigail Johnson, MU. 3-9560.	THE McMULLEN CO.	SHOWROOM 475 FIFTH AVENUE
Now Going On <i>under</i>	WAR TIME COOK- ING SCHOOL Ruth Carman, dietician and food expert will conduct a series of cooking sessions every Tuesday and Thursday at 2:30 P.M. She will talk about planning well balanced meals, showing how to use left-overs, save points, can foods, recognize quality in selection, and other useful tips. Food prepared during demonstration will be distributed, together with recipes. Open to public, free. Press invited. Publicity: Ann Haverlin, TR. 5-8100.	FREDERICK LOESER BROOKLYN	5TH FLOOR
Now Going On	CONSUMER SPONSORED PRICE CONTROL WEEK The purpose of this "Price Control Week" is to make the public conscious of price control; to urge them to shun black markets; to abide by the country's effort to hold them in check; to keep prices down; and to keep inflation from following the war. Radio programs, newspapers, magazines, etc., are backing up this campaign.	O.P.A.	ALL OVER THE COUNTRY
Friday May 17	EXHIBIT: COST OF LIV- ING FROM 1710-1910 Everyone is talking about the high cost of living in New York today. Therefore, the Museum of the City of New York has opened an exhibit, showing the cost of living in New York for two centuries. Bills for food, gasoline, rent, funerals, fabrics, shoes; everything from plumbing to medical expenses, is broken down as to price to give current day New Yorkers a comparison of the high cost of living, then and now. Open to public 10:00 A.M.-5:00 P.M. Tuesday-Saturday; 1:00 P.M.-5:00 P.M., Sundays; closed Mondays. Publicity: Jerome Irving Smith, LE. 4-1672.	MUSEUM OF THE CITY OF NEW YORK	5TH AVENUE BETWEEN 103RD & 104TH STS.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 19 12:00 P.M. Luncheon	HAT DESIGNERS LEAGUE LUNCHEON Gaston de Clairville and Arthur Holman, Saks 5th Ave., Joseph Rabinovich, Ogus, Rabinovich and Ogus, and others, will address the Millinery Designers League luncheon at the Murray Hill Hotel. Press, buyers and manufacturers invited. Tickets, \$2.25. Contact: Dorothy Jennings, CH. 4-1175.	MILLINERY DESIGNERS LEAGUE, INC.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.
Friday May 19 5:00 P.M.- 7:00 P.M.	ANNUAL FASHION PRESENTATION "Melodies in Fashion", is the theme of a complete summer revue, including play clothes, spectator clothes, dress-up fashions, informal gardening, and formal evening clothes. Entire show will be presented by the graduating students of the class in cooperation with Oppenheim Collins. For further information, and tickets, write or phone Leona Van Cott, Laboratory Institute of Merchandising, 45 West 34th Street, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	McALPIN HOTEL COLONIAL ROOM
Friday May 19	SECOND DAY ANNUAL CONVENTION This annual two-day Toilet Goods Convention will include talks by Elmer Tysdal, Assistant Chief, Cosmetics & Toiletries, WPB, and other leading exponents of the cosmetic field, including Herman Brooks, President of the Association. Also there will be stimulating speeches. Press and members invited. Contact: Toilet Goods Association, CO. 5-5443.	TOILET GOODS ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Friday May 19- May 22	ANNUAL EXHIBITION OF STUDENT WORK This annual exhibit combines the graduation of Parsons' students together with an exhibit of their work, to give practical proof of what these young art students can do in designing and making of clothes as well as in pure art. This exhibit may be viewed from 10:00 A.M.-10:00 P.M. Friday and Monday; 10:00 A.M.-6:00 P.M. Saturday and Sunday. Special emphasis on style presentation, Friday, Saturday and Sunday, 3:30 P.M. and Monday, 8:30 P.M. Open to Press and public. Contact: Luise Branch, PL. 8-1662.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH STREET
Saturday May 20 10:30 A.M. <i>next week (2-11-57)</i>	NAMM'S "ALL GIRLS" CLUB MEETING This is a "Good Old Summertime" show, featuring active summer fashions for indoors and out. Guest stars are 2 swimming champions who will be on hand to liven things up, at this "All Girls" meeting. Teen-agers, parents, and Press invited. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	AUDITORIUM 5TH FLOOR
Saturday May 20 10:30 A.M. <i>next week</i>	"TRICKS FOR TEENS" MEET- ING AND FASHION SHOW With a view toward Decoration Day and out-doors, this will be a junior-miss fashion show, "Teens Go For Cottons", featuring play clothes, bathing suits, slacks, shorts, etc. Guest stars include Glen Gray, orchestra leader, a singer and a cartoonist. Teen-agers, their parents, and Press invited. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEEN SHOP 2ND FLOOR
Saturday May 20 11:00 A.M. <i>also?</i>	TEEN AGE FASHION SHOW Summer clothes, including slacks, beach ensembles, bathing suits, and other gay trappings for hot July and August days, will be paraded in this show for Teen-agers, their parents and the Press. Guest star will be Frankie Carle, orchestra leader and pianist. Publ.: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	BASEMENT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday May 20 11:00 A.M.	BARRY WOOD AT "DESIGN IT-NAME IT" CONTEST Barry Wood, singing star of the radio, will appear before Teen-agers to inspire them to enter the national Teentimers' "Design It-Name It" Contest for which Gimbel's is the Manhattan Headquarters. All Teen-agers invited. Gimbel Publicity: Doris Bartnett, PE. 6-5100.	TEENTIMERS, INC. AND GIMBEL BROS.	TEEN AGE DEPARTMENT
Saturday May 20 11 A.M. on <i>next week?</i>	FUN FOR THE CHILDREN This week, Boxing Cats with a Referee will be the feature of the weekly entertainment for youngsters. Performances at 11:00 and 11:45 A.M. in the Boys' Department; 12:30 and 1:15 P.M. in the Girls' Shop. Parents wishing to shop in the store may leave their children safely in the care of these two floors, free, of course. Publ.: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	2ND AND 4TH FLOORS
Saturday May 20 3:00 P.M.	SUB-DEB MODEL TRAINING COURSE High school students who yearn to become fashion mannequins will be tried out, and used in the store's own fashion presentations. All high school students are invited for the try-out. Get in touch with Betty Barrett, Sub-Deb Director. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK	AUDITORIUM 9TH FLOOR
Saturday May 20 4:00 P.M.	JUNIOR HAVEN FASHION SHOW Junior-miss fashions for summer, including play, spectator, and date ensembles, modeled by Bamberger's newly trained high-school students. Open to Press and juniors. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. NEWARK, N. J.	RESTAURANT 10TH FLOOR
Sunday May 21- May 26	METROPOLITAN JUVE- NILE STYLE MART The annual pre-fall presentation of cream-of-the-market fashions in infants', juvenile and junior apparel. Buyers and stylists invited. For further information, contact: Moe Goldblatt, Derby Sportswear, WI. 7-4520.	MANUFACTURERS OF JUVENILE APPAREL	NEW YORKER HOTEL 7TH AND 8TH FLOORS
Sunday May 21	"I AM AN AMERICAN DAY" Thousands of new citizens will be given the oath of allegiance by Chief Judge Irving Lehman; there will be addresses by government and military leaders and entertainment by stage, screen and radio personalities.	MAYOR LA GUARDIA	CENTRAL PARK MALL
Sunday May 21-23	BIG FALL FASHION SHOWING 375 of America's foremost creators of women's, misses', and children's apparel, will be under one roof at this fall style show.	STYLE EXHIBITORS, INC.	MORRISON HOTEL CHICAGO, ILLINOIS

WEEK BEGINNING MONDAY, MAY 22, 1944

Monday May 22 12:30 P.M. Luncheon	GARMENT RE-MAKE AND CON- SERVATION PRESENTATION Thirty garments, re-made by twenty distinguished American designers, will be modeled before a large audience and several honor guests including Mrs. Franklin D. Roosevelt, Helen Hayes, Marcia Davenport, and Mrs. Alice T. McLean, head of A.W.V.S. This is part of the National Conservation Program and is being written up in Colliers, Life, and other magazines concurrently. Designers include, Vera Maxwell, Claire McCardell, Clarepotter, Nettie Rosenstein, Helen Cookman, and others. Nine of the garments	INTERNATIONAL WOOL SECRETARIAT & A.W.V.S.	WALDORF ASTORIA HOTEL GRAND BALLROOM
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(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

are children's clothes, all designed by Eleanor Williams of the Butterick Pattern Co., and Simplified Butterick Patterns for remaking clothes will be available at all A.W.V.S. workrooms. The whole affair has the sanction of Donald Nelson of W.P.B. Press by invitation. Others, \$3.10. Publicity: June Hamilton Rhodes, WI. 7-7476.

Monday May 22 1:00 P.M. Luncheon	FASHION SHOW: HOW TO LOOK COOL IN THE CITY Despite the bareness vogue, women will wear clothes this summer; the object, however, is to find cool ones. Russeks will feature cool cottons, rayons, and silks in spectator and dress-up styles. Open to public. Press by invitation. Luncheon a la carte. Russeks Publicity: Beatrice Castle, WI. 7-1900. Monte Carlo Publicity: Mrs. Sperber, PL. 5-3400.	RUSSEKS 5TH AVENUE	MONTE CARLO RESTAURANT 51 EAST 54TH STREET
Monday May 22 3:15 P.M., 8:00 P.M. <i>with luncheon</i>	"FASHIONS ON THE HOME FRONT" Showing round-the-clock styles, endorsed by service men, former students of Traphagen now in the armed forces; designed, made and modeled by pupils of the School. Bridal costumes and jewelry of the United Nations collected from all over the world. Also, prize costumes assembled by students for various occasions and selected by prominent judges. Attendance by invitation only. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	TOWN HALL 113 WEST 43RD STREET
Monday May 22 5:30 P.M.	"MINUTE STOCKING FILM" DEBUT With Gertrude Niesen of "Follow the Girls", as guest of honor, Helena Rubinstein will present her glamorous new liquid "Minute Stocking Film". There will be entertaining divertissements by dancers and actresses from the cast of "Follow the Girls". Press by invitation only. Publicity: Aimee Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN	PENTHOUSE 625 PARK AVENUE
Monday May 22	PUBLICATION DATE: AUTO- BIOGRAPHY "ESME OF PARIS" (35 WEST 32ND ST.) This interesting woman who has created perfumes and has had an adventurous background now puts herself into print in this new autobiography. Price, \$4. For tie-ups, contact: Hope Associations, PL. 3-3390.	APPLETON, CENTURY	ALL BOOK STORES
Monday May 22	FALL SHOWING: BACK-TO- SCHOOL SCARFS A special collection of back-to-school scarfs and accessories now on view for fall delivery. New colors, fabrics, and designs with a post-war feeling. Press by appointment. Publ.: Ann R. Silver Associates, MU. 2-8633.	GLENSDER TEXTILE CO.	417 FIFTH AVENUE 9TH FLOOR
Monday May 22- June 5	OPENING OF SACONY FALL COLLECTION A comprehensive full Fall line in knitwear and classic tailored clothes. Open to the Press and Trade. Contact: Mr. Dorfman, WI. 7-2828.	S. AUGSTEIN & CO.	SHOWROOM 1384 BROADWAY
Monday May 22- May 27	NATIONAL COTTON WEEK This year's celebration emphasizes the role of cotton in peace and war. Its slogan is, "First in War, First in Peace." There will be displays of the military uses of cotton, with emphasis on the new plastic finishes for troop uses, and other exciting developments in cotton fabrics. To tie-in, contact: Cotton-Textile Institute, WO. 2-0270.	COTTON-TEXTILE INSTITUTE NATIONAL COTTON COUNCIL	ALL OVER THE COUNTRY

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Monday May 22- May 26	DALLAS FALL MARKET SHOWINGS Buyers are traveling to Dallas now nearly as much as they do to N.Y. to see the latest in sports, play, southwestern and spectator fashions. There will be 150 exhibitors in the show. Contact: Hucie Houston, Baker Hotel, Dallas.	AMERICAN FASHION ASSOCIATION	BAKER & ADOLPHUS HOTELS DALLAS, TEXAS
Monday May 22- May 27	UNITED SEAMEN'S SERVICE WEEK Patriotic window display material including safety-at-sea exhibits, posters, banners and flags, will be available to stores in connection with United Seamen's Service Week, May 22-27. For information, Contact: Harry Klemfuss, Public Relations, United Seamen's Service, 39 Broadway, N.Y.C.	UNITED SEAMEN'S SERVICE (39 BROADWAY)	ALL STORE WINDOWS AROUND THE COUNTRY
Tuesday May 23 1:00 P.M.	GRAND PRESS OPENING OF THE PICTURE GALLERIES After two years of being in hiding due to war defenses, all the valuable paintings of the Metropolitan Collection will go back on exhibition to the public. Included are paintings from the Bache collection, the Altman collection, and others from the French, Italian, and low countries. Press by invitation. At 9:00 P.M. Wednesday evening, the day after press opening, Her Royal Highness, Princess Juliana of the Netherlands will make a special appearance on the occasion of the reopening of the painting galleries. Open to public, Sunday, May 28. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVENUE AT 82ND STREET
Tuesday May 23 2:00 P.M.- 4:00 P.M.	FINAL LECTURE IN RED CROSS NUTRITION SERIES At the final session, recently added to this series, Mrs. Sylvia Neubauer and Miss Pauline Leonard, Red Cross instructors, will discuss, "Picnic Lunches". This is primarily for the benefit of war-workers and school children who will be going-a-picnicking just before Decoration Day. Open to public. Press invited. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Tuesday May 23 4:00 P.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION This is an advance presentation of Stetson's fall hat models. Press, by invitation only. Publicity: Sophie Goode, MU. 3-3171.	STETSON HATS, INC.	SHOWROOM 475 5TH AVENUE
Tuesday May 23 4:00 P.M.- 6:00 P.M.	HOUSE WARMING Claire A. Wolff, Sales Promotion-Public Relations Councillor, will welcome members of the Press and friends at a cocktail party celebrating the opening of her new offices in the Empire State Bldg. Attendance by invitation. Contact: Claire A. Wolff, LO. 5-5978.	CLAIRE A. WOLFF	350-5TH - ROOM 4810
Tuesday May 23 9:00 P.M.	118TH ANNUAL EXHIBIT OF GRAPHIC ARTS This showing is formal. Attendance, strictly by invitation. Contact: The National Academy, AT. 9-8508.	THE NATIONAL ACADEMY	GALLERIES 1083 5TH AVENUE
Wednesday May 24 12:30 P.M. Luncheon	SALES PROMOTION LUNCHEON "The Curtail that Wags the Advertiser" will be the topic discussed by Jeannette Moser, Advertising Manager of Bloomingdale's, Bernice Peck, Beauty Editor of Mademoiselle, and experts from radio, newspaper, and the publishing fields. Members may bring guests. Cost of luncheon, \$1.65, including tip. Reservations close Tuesday, May 23rd. Contact: The Fashion Group, CI. 7-1734.	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 40TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 24 1:00 P.M. Luncheon	LUNCHEON SHOW OF SUMMER FASHIONS Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Wednesday May 24 2:30 P.M.	PRESS PREVIEW: FUR FASHIONS This outstanding creator of high-style furs will show trend-setting models to the press, strictly by invitation. Publ.: Zan Diamond, MU. 3-4350.	DE LEO FURS	SHOWROOM 130 WEST 30TH STREET
Wednesday May 24 4:30 P.M.	PRIVATE SHOWING OF MOVIE "PROVING GROUND" This is a graphic portrayal of post-war possibilities of Celanese plastics for packaging. The project is to further the packaging industry by means of similar movies. Only invited press holding admittance tickets will be welcome. Contact: Celanese Corp. of America, LE. 2-5050.	CELANESE CORP. OF AMERICA (180 MADISON AVENUE)	WALDORF ASTORIA HOTEL PERROQUET SUITE
Wednesday May 24 6:30 P.M.	FALL BUYERS' MEETING Outstanding speakers will give the fall outlook for infants' wear, coats, underwear and dresses. Seventy-five manufacturers have been invited to attend. Dinner, \$1.50. Reservations: Dorothy Stote, MU. 3-3800.	INFANTS' & CHILDREN'S WEAR BUYERS' ASSOCIATION	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Wednesday May 24 7:00 P.M.	TALK ON "MAKE YOUR OWN SLIP COVERS" "Just as easy to make a slip cover as a dress," says Miss Hardy who is prepared to prove it in her talk on the Art of Making Your Own Slip Covers. Open to Press and Public. Publicity: Florence O'Keefe, ST. 9-4700.	KAY HARDY, DECORATOR, JOHN WANAMAKER	UPHOLSTERY DEPARTMENT 5TH FLOOR
Wednesday May 24	15TH ANNIVERSARY EXHIB- IT: "ART IN PROGRESS" An exhibit of paintings, sculpture, architecture, industrial art, photography, dance and theatre design, and motion pictures, filling three floors of the Museum and on view throughout summer. Forty-seven photographs of best modern buildings constructed in America since 1932 will be shown in the architectural section of the Museum's "Art in Progress" exhibit. Open to public. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Beginning Wednesday Evening May 24 8:30 P.M.	FOUR LECTURES ON POST- WAR PLANNING On May 24: <u>Planning for New York City</u> . A forum discussion by George Howe, Clarence Stein, Charles Abrams, Joseph Hudnut, Siegfried Giedion, Cleveland Rodgers and Mrs. Mary Simkhovitch. Open to public. Admission \$2 for series to public; \$1 for members. Individual lectures, 60¢ to public; 30¢ to members. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday May 25 11:A.M.	FINAL LECTURE IN THURS+ MORNING FASHION SERIES This fashion lecture, winding up the series, will be given by Virginia Carter, Director, Macy's Fabric Center. Topic: "Summer Tricks". Open to Press and public. Contact: Dorothy DeGroat, CH. 4-2000.	R. H. MACY & CO., INC.	DRESSMAKING CENTER 6TH FLOOR
Thursday May 25 5:00 P.M.	COCKTAIL PARTY HONORING FATHERS Besides cocktails, there will be an auction of rare things, such as bottles of scotch, rubber girdles, tickets to "Oklahoma", etc., at this unusual cocktail auction keyed to Father's Day. Auctioneer, Elsa Maxwell. All invited. Tickets, \$1.00. Publ.: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	RITZ CARLTON HOTEL CRYSTAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 25- Nov. 12	AMERICANA EXHIBIT Paintings, prints, costumes, architecture and decorative materials in this Americana Exhibit, will be chronologically installed in the Museum's exhibition galleries to give the complete picture of American culture. The range of the exhibit is from the 18th Century to the present. Open to public after Press Opening and Reception on May 25th. Contact: Brooklyn Museum, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY
Saturday May 27 11:00 A.M.	"POLLY PIGTAILS" FASHION SHOW "Polly Pigtales" picks her wardrobe in sizes 7-12 and Betty Green of Parents' Magazine offers the commentaries. Powers and Conover models will parade summer fashions, including play clothes, beach outfits, suit ensembles, and some early fall fashions. Marion Loveridge, the little "Betsy Ross" girl will entertain, and a "Polly Pigtail" board of seven little girls will be chosen. Everybody welcome. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 7TH FLOOR
Sunday May 28	AIR STYLES FASHION PROJECT The first Commencement Aviation Style and Flight Show will be presented on this campus where the only flight school of this kind for women operates as part of the regular college course. "Hitting the Sky in Style" will be demonstrated by a fashion show designed and supervised by Muriel King of New York and Hollywood, fashion creator. It will include grease-monkey outfits, street dresses and evening dresses for women who will fly about in numbers after the war. Contact: Stephens College, Columbia, Missouri.	STEPHENS COLLEGE	COLUMBIA MISSOURI
May 29- June 5	FALL FASHION OPENINGS	LEADING N.Y. COAT AND SUIT HOUSES	INDIVIDUAL NEW YORK SHOWROOMS
May 31	DECORATION DAY	STORES CLOSED	
Thursday June 1 10:30 A.M. Breakfast	PRESS PREVIEW: FALL DRESS COLLECTION First showing to the Press of the Fall fashions created by Mollie Parnis, designer. Publicity Hope Associates, PL. 3-3390.	PARNIS-LEVINSON	SHOWROOM 530 7TH AVENUE
Thursday June 8 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: NEW "COLD WAVE" Introducing "Joan Claire", the new Cold Wave by Clairol to the New York Press. Attendance by invitation. Publ.: Rosemary Sheehan, CO. 5-3147.	CLAIROL	AMBASSADOR HOTEL LOUNGE
Friday June 2 1:00 P.M.	GRADUATION LUNCHEON OF FASHION CLASS 80 young women graduates, representing every section of the United States (and Hawaii), will be guests of this fashion-career school at a formal graduation ceremony and luncheon. Press by invitation. For further information, contact: Laboratory Institute of Merchandising, CH. 4-5288.	LABORATORY INSTITUTE OF MERCHANDISING	WALDORF ASTORIA HOTEL PERROQUET SUITE
Monday June 5	PRESS PREVIEW: FUR FASHIONS This will be a Mink Fashion Presentation which the Press will attend, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY (78 E. 56TH ST.)	PLAZA HOTEL 5TH AVE. AT 59TH ST.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 5	OPENING FALL LINES Guild members who will show their lines include: HANSEN BANG WILLIAM BASS DRESSES ANTHONY BLOTTA CAPRI FROCKS CARLYE DRESSES DEITSCH, WERSBA & COPPOLA FOX-BROWNIE ED GERRICK A. GOODMAN FRED GREENBERG DRESSES JOSEPH HALPERT HORWITZ & DUBERMAN INTERNATIONAL DRESSES	FASHION ORIGINATORS' GUILD OF AMERICA JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE PARNIS-LEVINSON BEN REIG C. H. D. ROBBINS MARTIN SIMON HERBERT SONDHEIM SUZANNE-AUGUSTINE ZUCKERMAN & KRAUS	INDIVIDUAL NEW YORK SHOWROOMS
	Contact: Leonard Gendler, Executive Secretary, CH. 4-6945.		
Monday June 5- June 9	FIRST SHOWING: FALL HAT TRENDS Instead of paying \$100 admission, plus \$50 for each model, manufacturers will now be able to purchase the hat block on which these hats, created by our leading millinery designers, are made. This showing daily at 9:30 A.M.-12:30 P.M. and again at 2:00 P.M.-5:00 P.M. is intended for the Trade. The Press is invited to see the collection on Monday, June 12, at a luncheon to be held in the Monte Carlo Restaurant. For further information, contact: Miss Heller, MU. 2-3947.	EMPIRE HAT BLOCK CO. (15 WEST 36TH ST.)	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Beginning Monday June 5	FALL SPORTSWEAR LINES OPEN Members of the Sportswear Guild who will show their lines include: ADLER & ADLER -6 DAVIDOW 7 DAVID M. GOODSTEIN 7 KANE-WEILL 6	SPORTSWEAR GUILD MUTUAL-ROSENBLOOM 7 CHARLES W. NUDELMAN 8 ZOLTAN ROSENBERG 7 SPORT-CRAFT 5	INDIVIDUAL NEW YORK SHOWROOMS
	STAR-MAID DRESSES 5		
Tuesday June 6- June 13 2:00 P.M.- 4:00 P.M.	RED CROSS CANNING SESSIONS These 2 sessions, of importance in this summer's food preservation program, will be conducted by Mrs. Sylvia Neubauer and Miss Pauline Leonard, Red Cross instructors. They will lecture and give practical demonstrations. Open to public and press, free. Publ.: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR
Wednesday June 7	SEMI-ANNUAL KNIT-WEAR FASHION SHOW This is the tenth Semi-Annual Fashion Show held under the direction of June Hamilton Rhodes, Publicity and Promotion Council and Commentator for this show. Buyers and fashion press are invited to view the 1944 Fall Knitwear Fashions. Publicity: June Hamilton Rhodes, WI. 7-7476.	WOOL KNIT ASSOCIATES	PIERRE HOTEL GRAND BALLROOM
Saturday June 10	9TH ANNUAL ENTERTAINMENT: "PAGE 1 OF 1944" Entertainment and dance, including Page 1 Awards to outstanding personalities of stage, screen, radio, and sports. For further information, contact: Newspaper Guild of New York, MU. 3-9465.	NEWSPAPER GUILD OF NEW YORK	COMMODORE HOTEL GRAND BALLROOM

None
this
year
1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 12	5TH WAR LOAN CAMPAIGN The quota set for all employees in stores in this country is \$300 in bond sales per person. The total quota of the nation's five million retail employees who sell \$300 in "E" bonds equals one and one-half billion dollars. A number of store tie-ups are suggested and available by the United States Treasury Department through the Central Council of National Retail Associations. Publicity: Leonard Hornbein, ME. 3-6070.	DEPARTMENT STORES	ALL OVER U. S.A.
Wednesday June 14 1:00 P.M. Luncheon	NECKWEAR FASHION SHOW AND LUNCHEON A complete collection of wide range scarfs and neckwear for this Fall with a salvage, conservation slant in mind. Commentator at this show will be Dorothy Wallis of Women's Wear. Open to public. Press by invitation. Luncheon \$2. Publicity: Dora Miller, LO. 3-4285. Plaza Publicity: Alma Zaiss, PL. 3-1740.	NATIONAL WOMENS' NECK- WEAR & SCARF ASSOCIATION	PLAZA HOTEL PERSIAN ROOM
Wednesday June 14 4:00 P.M.- 7:00 P.M.	FASHION SHOW AND PRESS PARTY The 4th Annual National Sewing Contest Fashion Show and Cocktail Party sponsored by the National Needlecraft Bureau is the climaxing event to award prizes to National sewing champions. Local contests are now being held all over the country, on radio and in newspapers. The New York contest is being conducted by Alma Kitchell, over WJZ. Publicity: Gwen McKenna, 485 Madison Avenue, EL. 5-5580.	NATIONAL NEEDLE- CRAFT BUREAU	WALDORF ASTORIA HOTEL SERT ROOM
Thursday June 15 Friday June 16	BRIDAL BUSINESS CLINIC This 2-day program begins with an opening breakfast Thurs. at 8:45 A.M. at the Ritz Carlton with showings of trousseaux lingerie. This is followed by discussions of bridal business and coordinated selling plans. At 12:30 P.M. on same day, a Press luncheon is scheduled at the Pierre, where the N.Y. Press will meet the visiting buyers of bride's merchandise. The following afternoon and all the next day are taken up by discussions by authorities on bridal living, etiquette, cosmetics, fashions, and other bridal services. Contact: Alexandra Potts, MU. 2-1490.	ALEXANDRA POTTS OF THE BRIDE'S MAGAZINE	RITZ CARLTON HOTEL CRYSTAL GARDENS
Thursday June 15 4:00 P.M.	PREVIEW: FALL MILLI- NERY COLLECTION Presenting Florence Reichman's Advance Fall Millinery Collection for the Press, buyers, and buying offices. Attendance, strictly by invitation. Publicity: Marion Hano, PL. 8-1525.	FLORENCE REICHMAN	SALON 1 WEST 57TH STREET
Wednesday July 5 3:00 P.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION Just back from her Guatemalan trip, with exciting ideas, Helene Garnell now presents her first Fall Collection of vibrant, colorful hats to the Press. Attendance by invitation only. Publ.: Lydia Strate, PL. 3-9017.	HELENE GARNELL	SALON 40 EAST 51ST STREET
Saturday July 10	COUNTRY WIDE FASHION PRESS COMING TO N.Y. For the third time, the New York Dress Institute is inviting over 100 newspaper women from Maine to California to visit New York and inspect Fall collections of the leading creators. After the high price lines have been seen in the show rooms, the N.Y.D.I. will stage a big style show featuring inexpensive and medium price dresses. This will climax the week. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY

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YEAR

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Friday.....PREMIERE: "COBRA WOMAN" (Movie) CRITERION THEATRE, 1514 BROADWAY
May 19 A Universal picture starring Maria Montez, John Hall, Lon Chaney Jr., and others. An adventure film in technicolor. Publ.: Al Horwitz, CI. 7-7100.
- Saturday....PRESENTATION: "TIMES SQ.--60 HOURS FROM ANYWHERE N. Y. TIMES HALL, W.44 ST.
May 20 To promote good-will and understanding among all peoples, through the medium of the arts, is the object of this great international presentation of music, drama and dance, with great name stars. Narrator, William Gailmore. Contact: New York Times Hall, LA. 4-1000.
- Tuesday.....OPENING: "CAREER ANGEL" NATIONAL THEATRE 208 WEST 41ST STREET
May 23 This is a comedy with Glenn Anders, and Whitford Kane. No women in the
8:40 P.M. cast. Publicity: Harry Davies, BR. 9-9074.
- Tuesday.....PREMIERE: "THE GATE" METROPOLITAN OPERA HOUSE, BROADWAY AT 39TH STREET
May 23 This is a dramatized, operatic account of humanity's struggle for world unity. This opera has a cast of 300 as well as 72 members of the New York Philharmonic Symphony Orchestra. Written by Max Brand. Publicity: Herbert Barret, CI. 6-9220.
- Thursday....ARC BENEFIT: MAMMOTH TOSCANINI CONCERT, MADISON SQ. GARDEN, 8TH AVE. AT 50
May 25 The combined NBC and N.Y. Philharmonic Symphony orchestras, directed by Toscanini, and singers from the Metropolitan Opera, plus a chorus of 600, will contribute to a mammoth program to achieve the two million dollar deficit in the Red Cross drive. Reservations, Burden Littell Bureau, Bonwit Teller's. Publicity: Helen Havener, CH. 3-3623.
- Friday.....PREMIERE: "MAKE YOUR OWN BED" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET
May 26 This is a Warner Bros. picture, starring Jane Wyman, Jack Carson and Irene Manning. A modern comedy about the servant problem. Costumes, Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
- Monday.....NEW RADIO PROGRAM: "HOLLYWOOD STAR TIME" BLUE NETWORK WJZ
May 29 A new daily coast-to-coast radio show with top name radio artists and movie stars will acquaint the public with what is going on at R.K.O. through interviews with stars, studio highlights, and music. Publicity: Rutgers Neilson, CO. 5-6500.
- Monday.....OPENING: "A STRANGE PLAY" MANSFIELD THEATRE, 256 WEST 47TH ST.
May 29 This play plus a curtain raiser called "According to Law", stresses the
8:40 P.M. rights of man in a democracy. Publicity: Harry Davies, BR. 9-9074.
- Tuesday....PREMIERE: "EVE OF ST. MARK" (Movie) ROXY THEATRE, 7TH AVE. AT 50TH ST.
May 31 This is a 20th Century-Fox film, starring Anne Baxter, Vincent Price, Michael O'Shea and others. This is a drama about the war. Costumes, Bonnie Cashin. Publicity: Jeannette Sawyer, CI. 6-0950.
- Saturday....OPENING: "SKATING VANITIES", MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
June 3 A musical extravaganza on wheels, headed by Gloria Nord, skating ballerina, and the Gae Foster Girls on roller skates. Publicity: Ross Associates, BR. 9-5906.
- Wednesday...PREMIERE: "AND THE ANGELS SING" (Movie) PARAMOUNT THEATRE, TIMES SQUARE
June 7 A Paramount picture starring Dorothy Lamour, Betty Hutton, Fred MacMurray, and Diane Lynn. A musical comedy built around a sister-act. Costumes, Edith Head. Publicity: Aileen Brenon, BR. 9-8700.
- Monday.....NEW RADIO PROGRAM: "M-G-M SCREEN TESTS" MUTUAL NETWORK
June 12 This new M-G-M workshop will consist of actual screen tests over the air,
9:15 P.M. presented every day, Monday-Friday, and providing a new source of star material. For further information, contact: M-G-M, 1540 B'way, BR. 9-7800.
- Wednesday...OPENING: GOLDMAN'S SUMMER CONCERTS, CENTRAL PARK, N.Y., PROSPECT PARK, BKLYN.
June 14 Edwin Franko Goldman, conductor, is back again beginning June 14th. Concerts will be given every Monday, Wednesday and Friday at the Central Park Mall; and Tuesday, Thursday and Saturday in Prospect Park, Brooklyn. All concerts begin at 8:30 P.M.